

EAST WHITELAND TOWNSHIP PARKS & RECREATION
October 27, 2020 (virtual)
MEETING MINUTES

1. Call to Order & Housekeeping – 7:00 p.m. (5 minutes):
 - a. Board in Attendance: Barbara-Ann Thav, Carol Rapp, Chuck Barbera, Tom O’Neill
Staff in Attendance: Steve Brown, Donna Wikert
Supervisors in Attendance: Scott Lambert
 - b. Board Unable to Attend: Gail Keyes, Tim Phelps, Kristin Thomas
 - c. Approval of the September 22, 2020 meeting minutes (March 2020 - May 2020 meetings cancelled due to Covid-19) – Minutes Approved
2. Business to Discuss (45 minutes):
 - a. 2021 Budget Planning
 - i. Final on what was submitted. Next steps.
 - o Steve Brown reported two Township meetings were held:
 - a) 10/20/20 – reviewed General Fund which included Summer Stage, Summer Camp and the \$8K for programming which he thinks will remain; additional funds for camp included for Covid; wages were kept the same as previous years; Camp Director plans to be back next year but he hasn’t chatted with her since September. She was able to file for unemployment due to 2020 Summer Camp being cancelled.
 - i. Barbara-Ann Thav suggested there should be a line item for possible PROS plan elements – Steve Brown to take a look and see if there is something that should be added.
 - b) 10/27/20 – reviewed Capital Fund which is the big-ticket number and includes Bacton Hill Phase 1, \$\$ for Phase 2, trail connectors, pedestrian pathways, master plan for Down East park (Bitto project), Battle of the Clouds upgrades, Valley Creek upgrades; Board of Supervisors (BOS) asked staff to provide recommendations for phasing options to build Bacton Hill Park. Steve Brown is in favor of pitching the full build of the park as we had discussed and not phasing in various elements of the park.
 - i. Chuck Barbera doesn’t want to risk losing grant money if we don’t do things as planned
 - c) Plan to approve the budget in two steps: first at the BOS 11/11/20 meeting and second at BOS 12/9/20 meeting – Steve Brown stated that all budget items we discussed in our last meeting is in the budget, and that he expects everything to make it through the budget approval process.
 - ii. Any changes to fees needed for 2021.
 - o Barbara-Ann Thav stated we usually have a discussion around fees this time of the year in anticipation of the BOS January reorganization meeting; the township will make changes to the rate sheet in January so changes need to be decided now; the team discussed and agreed that with Covid it is probability a good idea to keep fees as they are and not increase.
 - o Steve Brown stated fees are in line with other communities and maybe even on the low side; suggested the Board might want to think of some sort of fee for businesses that want to make use of the parks during the pandemic (for profit use).
 - a) Chuck Barbera suggested to maybe look at opportunities for township residents.
 - b. Bacton Hill Park
 - i. Update from October 9 and October 22, 2020 sub-committee and October 14, 2020 Board of Supervisors’ meetings:
 - o Sub-committee has asked ARRO to take the lead on gathering costs from all providers and put in one spreadsheet for review by the BOS. Steve Brown will also add a tab outlining the grants received and potential new grants to go after.
 - o Steve Brown shared the plan at the meeting and stated the BOS announced a soft opening of park is scheduled for 10/14/20.

- Barbara-Ann Thav stopped by the park since it opened to the public and reported one can drive in up the gravel path; there is orange plastic fencing for parking once you drive in through the path – suggested we may want to include signage for parking; park has been mowed in full, not just a mowed path around the perimeter; it is very breezy there and the view is very nice from the top; no signage on Bacton Hill Rd for the park making it hard to know where to turn to enter; new townhomes across the way are clearly visible due to trees being removed for the development– may want to add trees to the buffer; at the day of her visit, Barbara-Ann Thav reported there were no Covid signs at the park; suggested the Board members stop by the park as well.
 - a) Scott Lambert stated they did try to address the removal of trees with the developer early on.
 - b) Steve Brown agrees signage needs to be addressed and will pursue.
 - c) Scott Lambert asked if there is a timeframe to utilize grant dollars received. Steve Brown confirmed there is and that he is not concerned with this timing.

c. Programming & Communication

i. Template for programming outline

- Barbara-Ann Thav reported she helped Malvern Library with their pop-up library event at the Battle of the Clouds park – they set up space to hold a pumpkin painting activity; had books for different ages to check out; had 21 attendees and 12 entries for the pumpkin painting contest – the public can vote for best painted pumpkin on the library’s Facebook page by October 30th; the Malvern Borough building has been closed to the public due to Covid with the library being only open on Saturday’s at the time of this meeting; thinking about holding other “Library in the Park” events; Barbara-Ann Thav to follow up with Maggie Stanton, Malvern Public Library Director, on how she thought everything went the library event.
- Barbara-Ann Thav presented a document for Parks & Rec Programming which is meant to be a planning document; if we want more programming as we stated in our previous meetings, we will need to step up to organize and can use the document to plan programs.
 - a) Chuck Barbera stated this should be part of the application process – Steve Brown agrees.
- Barbara-Ann, Gail Keyes & Steve Brown had a conversation around communications as part of their Bacton Hill Park sub-committee discussions and suggested a 3-step process - Draft communication > Steve to review > Monique to post on website and on Twitter.
- Barbara-Ann Thav shared a spreadsheet for a Draft Communication Plan and recommended that something like this be developed and used for our projects. Draft example of spreadsheet:

Communication Message	Mechanism	How	Audience	Responsible	Input From	Timing
High level BHP message	PPT created with messaging that can be used for all aspects of the project		Executive presentation	Communications consultant	Parks & Rec sub committee & board; Natural Lands; Anne Toole	Late Fall 2020
Park development website (master plan, high level development notes, photos, timeline)	Page on EWT website	Provide high-level outline to Steve for input. Shares with EWT for approval and posting	All Residents	Communications consultant	Parks & Rec sub committee & board; Natural Lands; Anne Toole	Early Winter 2021
	In Great Valley					Include their publishing dates
	Facebook Group					
	EWT Twitter					
	Main Line Neighbors					
	EWT Website Home Page					
	Park Page on EWT website					

ii. Subcommittees for both

- Barbara-Ann Thav recommended we have sub-committees for both communication and programming, otherwise the work will not occur.
- Chuck Barbera will connect with Kristin Thomas about coming up with a communication and social media plan. Tom O’Neill offered to help.

d. Discussion around non-resident and group use of park amenities

- i. Pickleball ambassador for the Chester County reached out to the township about renting out facilities for groups; Scott Lambert stated Pickleball courts are going to become popular and wants our residents to have preference for using them and asked should we be restrictive for others outside of the township?

- Chuck Barbera stated the GVCO shut down a couple months ago and they had 4 Pickleball courts; would need to block out specific time if leagues become interested. Barbara-Ann Thav stated this is what the Township does with the tennis courts, baseball fields, etc.
- ii. Steve Brown to reach out to neighboring townships to see what they do.
- iii. Steve Brown provided an update on the Trunk or Treat (Mom's Club) event – went off very well in spite of the rainy weather; had 30 decorated trunks and handed out 353 pre-made bags of candy; raised \$1400 at the event:
 - Chuck Barbera stated this was a good example of where using social media got the word out.
 - Barbara-Ann Thav said they had fire police assisting with traffic; cars were spaced out in first two rows of the parking lot; a variety of vendors were there and provided items to put in the bags; this event was a warm up for their fundraising to come for the Bacton Hill Park all-abilities playground that the Mom's Club is fundraising for.

3. Public Comment (10 minutes): None

4. Meeting Adjournment – Final meeting for 2020 planned for Tuesday, December 1, 2020 –7pm start time (this combines our November & December meetings due to year-end holidays)

Meeting minutes drafted by Carol Rapp with input from Barbara-Ann Thav

Meeting minutes approved at the December 1, 2020 Parks & Rec Board Meeting